

## ORDER



WOOD

**Orders**  
**Order / Rev:** 218866  
**Alt Order #:**  
**Product Desc:** AMERICANS FOR PROSPERITY  
**Estimate:** 97  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 11/01/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Americans For Prosperity  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN15077/IN15162/SP9358  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	28	\$122,900.00	\$104,465.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	28	\$122,900.00	\$104,465.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$122,900.00</b>	<b>\$104,465.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	11/01/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	---TF--	1:00	2	\$2,000.00	P3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$2,000.00		0.00				
N 2	WOOD	11/01/12	11/02/12	Today Show M-F Today Show	CM	658-9a	---TF--	1:00	2	\$2,700.00	P3	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$2,700.00		0.00				
N 3	WOOD	11/01/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	---TF--	1:00	2	\$2,000.00	P2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$2,000.00		0.00				
N 4	WOOD	11/01/12	11/02/12	M-F 2-3p Rachael Ray	CM	2-3p	---TF--	1:00	2	\$600.00	P3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$600.00		0.00				
N 5	WOOD	11/01/12	11/02/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	---TF--	1:00	2	\$9,000.00	P1	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$9,000.00		0.00				
N 6	WOOD	11/01/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---TF--	1:00	2	\$10,000.00	P1	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$10,000.00		0.00				

Order / Rev: 218866  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: POL/Americans For Prosperity  
 Product Desc: AMERICANS FOR PROSPERITY  
 Estimate: 97  
**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	11/01/12	11/02/12	M-F 7-730p Inside Edition	CM	7-730p	---TF--	1:00	2	\$5,000.00	P2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$5,000.00		0.00			
N 8	WOOD	11/01/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	---TF--	1:00	2	\$3,000.00	P2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$3,000.00		0.00			
N 9	WOOD	11/02/12	11/02/12	Fri Hour 3 Friday 10-11p	CM	10-11p	----F--	1:00	1	\$4,000.00	P3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$4,000.00		0.00			
N 10	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$4,000.00		0.00			
N 11	WOOD	11/03/12	11/03/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	1:00	1	\$8,000.00	P3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$8,000.00		0.00			
N 12	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	1:00	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$4,000.00		0.00			
N 13	WOOD	11/05/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	1:00	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
N 14	WOOD	11/05/12	11/05/12	Today Show M-F Today Show	CM	658-9a	M-----	1:00	1	\$2,700.00	P3	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,700.00		0.00			
N 15	WOOD	11/05/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	M-----	1:00	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
N 16	WOOD	11/05/12	11/05/12	M-F 2-3p Rachael Ray	CM	2-3p	M-----	1:00	1	\$600.00	P3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 17	WOOD	11/05/12	11/05/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	1:00	1	\$9,000.00	P1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$9,000.00		0.00			
N 18	WOOD	11/05/12	11/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	1:00	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$10,000.00		0.00			
N 19	WOOD	11/05/12	11/05/12	M-F 7-730p Inside Edition	CM	7-730p	M-----	1:00	1	\$5,000.00	P2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$5,000.00		0.00			
N 20	WOOD	11/05/12	11/05/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	M-----	1:00	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
Totals														28	\$122,900.00